REMARKS

Claims 3, 11, and 15 are amended. Claims 3-18 are pending.

The amendments to the claims are based on the application as originally filed, such as paragraphs [0005] and [0007] of the application as originally filed which recite that the user "is returned a page with a company's URL address and link to the actual brand site. In essence this returned page acts like a jump page to the company's homepage", as in paragraph [0005], or alternatively a "URL on a jump page or an 'Enhanced URL Page.' This page presents more frequently requested basic information -- special promotions, store locations, store hours, phone numbers, current sales, etc. -- the types of things consumers would normally want to know right away when in a shopping mode", as in paragraph [0007]. Therefore, no new matter has been added.

In the office action, claims 3-18 were finally rejected under 35 U.S.C. § 102(b) in view of "realname"; that is, a collection of articles and web pages listed as "realname 1" through "realname 8"; in view of Official Notice, the applicant's own published application US2002/0169676, and the applicant's previous response of September 6, 2007.

Independent claims 3, 11, and 15 are amended to clarify that the present invention outputs a first uniform resource locator (URL) address <u>of a unique webpage of the online device and separate from the predetermined webpage and</u> associated with the matching brand name.

Claims 3-18 are patentable over the cited art, since none of the cited art discloses or suggests using a predetermined website for inputting a brand name to be searched, and then outputting a first uniform resource locator (URL) address of a unique webpage of the online device and separate from the predetermined webpage and associated with the matching brand name, as in the present invention.

The Realname references do not disclose this feature, and the Official Notice, any references to prior art in the applicant's own published application US2002/0169676, and any references to the prior art in the previous amendment in present application do not cure the deficiencies of Realname to provide a predetermined website for inputting a brand name to be searched, and then outputting a first uniform resource locator (URL) address of a unique webpage of the online device separate from the predetermined webpage and associated with the matching brand name, as in the present invention.

One having ordinary skill in the art would not look the Realname references, nor look to any proper combination of the Realname references and the Official Notice, any references to prior art in the applicant's own published application US2002/0169676, and any references to the prior art in the previous amendment in present application, for the present invention due to the differences between the present invention and the cited art.

The primary difference between the idea behind the present patent application and the Realname references, which renders the present invention to be non-obvious, is because the complete invention is not being considered.

It is respectfully submitted that the examiner's allegations are based on only looking at half of the inventive concept of the present invention; that is, the part that pertains to a user inputting a brand name.

The other half of the present invention is the return and outputting of a predetermined webpage different from the input webpage, and that is where the present invention is unique. The returned webpage does not take the user to the brand company's website directly or to a predetermined webpage but to another webpage on the website of the online device of the present invention that allows brand name companies to apply advertising messaging and techniques in a way that has never been thought of before.

The present applicant has devised a different way for an advertiser or brand name company to become involved in the user's search experience; that is, to populate a brand database associated with the portal and to allow brand name companies to apply advertising messaging and techniques.

One having ordinary skill in the art would recognize that these features of the present invention would not have occurred to most people ten years ago, such as at the time of the Realname references, because it was not evident that searching for specific websites would end up with a less than satisfactory result, such as too many listings and a cluttered experience, especially from advertisers' perspectives.

The present invention is not limited to brand name searching, but also includes the novel an non-obvious way in which the data such as URLs for webpages is returned. This manner, as recited in the claims, of displaying matching URLs with webpages associated with brand names is what really powers the present invention, and makes the present invention work in a more satisfying manner for the end user, such as in the instances where they want to find a brand name company website and/or specific information on that site.

In addition to the efficiently searching for a brand name in an exclusively brand-name populated database, as in the present invention, the output of a returned URL for a webpage of the online device is advantageous since:

1) a typical search experience consists of pages of URL listings with some minimal description and competing advertising messages in various areas of the webpage. Accordingly, the user is not completely sure if a link they may choose to click on will give them what they are looking for.

On the other hand, the method and system of the present invention is more exact because a complicated algorithm is not determining the result, as in the cited art, but instead the brand name company and the unique URL website and database of the present invention determines the results of the brand name search to provide an appropriate list of targeted brand name resources.

2) Advertisers have limited control on how their ads or messages appear on search engines and no guarantees that they won't be helping to promote their competitors on the same page.

On the other hand, the method and system of the present invention gives each brand name company their own webpage on the unique website, which also hosts the portal and the search webpage, to create and fill with the company's content to their own liking.

3) In addition, the business model of the present invention makes the present invention so unique. The business model is what fuels an idea and makes it a reality and cannot be separated from the idea. Anything that is built for the Internet has to be able to be sustained financially. There has to be a way to pay for it. Again, the manner in which the present invention is funded is unique. It is advertising supported but unlike those advertisements associated with Google or Yahoo. Advertisers do not buy an infinite numbers of keywords to

appear on thousands of return listings, but rather a limited number of words that ultimately take the user to the brand name page on the webpage of the online device of the present invention.

In addition, the examiner states in paragraph 2, page 4 of the final office action that because other sites only had a finite number of brands or products, it would have been obvious to expand the brand name searches of the prior art and doing so only requires routine skill. But it is not up to those website owners in the prior art at the time to do so because the prior art website owners were dependent on companies registering their names and products and paying a fee to do so. That was their business model in the prior art upon which their idea was built.

On the contrary, the present invention implementing the business model disclosed in the present application is not dependent on the prior art methods of registration of company names and products, as the present invention and its business model takes on the responsibility of entering brand names and returning the company's URL on their own brand name company's page on the unique website for free to each brand name company. The brand name company only pays if they want to add advertising messages on their own page.

In addition, the use of the present invention is not just based on a unique personal experience of the user, but on how that experience is able to be delivered and made actionable due to its fundamental and supporting elements, for example, allowing brand name companies to effectively be searched and to effectively advertise to a desirable audience; that is, an audience seeking the brand name company and its products.

Therefore, claims 3-18, as amended. are patentable over the "Realname" references and/or the Official Notice, individually or in combination, so reconsideration and withdrawal of the final rejection of claims 3-18 are respectfully requested.

Accordingly, entry and approval of the present amendment and allowance of all pending claims are respectfully requested.

In case of any deficiencies in fees by the filing of the present amendment, the Commissioner is hereby authorized to charge such deficiencies in fees to Deposit Account Number 01-0035.

Respectfully submitted,

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